



**PRESS RELEASE**  
**For Immediate Release**

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**THE WOODLANDS MARATHON MANAGEMENT  
AGREES WITH FIDELITY INVESTMENTS, FLEET FEET SPORTS  
AND UNDER ARMOUR ON 2017 EVENT SPONSORSHIP**

THE WOODLANDS, TX (December 15, 2016) – The Woodlands Marathon Management is happy to announce new title sponsor partnerships for the 2017 event.

Fidelity Investments, which has been involved with the event since it was resurrected in 2012, has extended its current sponsorship through the 2017 event. The Fidelity Investments The Woodlands Marathon has been one of the top attended marathons in the state of Texas qualifying over 500 runners for the prestigious Boston Marathon.

“We are excited to continue our sponsorship of The Woodlands Marathon in 2017 and proud to be part of one of this community’s signature events,” stated Patrick Hynes, Branch Manager of Fidelity Investments The Woodlands Investor Center.

The second annual Fidelity Investments Speaker Series will begin on January 19, 2017 and run six straight Thursdays through February 23, 2017. Speakers will vary from health and medical professionals to running industry coaches and experts. All attendees during the Speaker Series will receive an opportunity to start right behind the elite corral.

Also a partner since the event’s return five years ago, Fleet Feet Sports of Greater Houston has agreed to continue as the title sponsor of The Woodlands 5K through 2019. They will provide all merchandise sales and product.

Under Armour will serve as the “Official Apparel and Shoe Sponsor” of the 2017 event. Additionally, Under Armour will work with Fleet Feet Sports to offer participants some of the best it has to offer.

Fleet Feet Sports will host the annual Fidelity Investments Medal Showcase event after the first of the year at its newest location in Hughes Landing. The Woodlands Marathon Management will provide giveaways and the opportunity to see the 2017 runner medals.

“Fleet Feet Sports is committed to enhancing and growing our local running and walking communities. We are excited to continue our partnership with The Woodlands Marathon Management group to bring this world-class event to The Woodlands community,” said General Manager of Fleet Feet Sports Greater Houston Danny Braden. “We can't wait to cheer everyone on at the finish line of this years event.”

Along with their partnership, Fidelity Investments and Fleet Feet Sports of Greater Houston will each select a charity of choice to participate in The Woodlands Charity Challenge, which will provide a \$15,000 Prize Purse for the top fundraisers.

Since 2012, over \$600,000 has been raised by runners and The Woodlands Marathon Management for their causes.

"On behalf of The Woodlands Marathon Management, we are really appreciative of the support from our partnered sponsors," said event director Willie Fowlkes. "With their support we are able to do more for charities, volunteer groups and youth running initiatives."

Fowlkes added, "we are equally excited about our new partnership with Under Armour."

Please email [admin@thewoodlandsmarathon.com](mailto:admin@thewoodlandsmarathon.com) for more information about sponsorships available.

For more information about the Fidelity Investments The Woodlands Marathon please visit [www.thewoodlandsmarathon.com](http://www.thewoodlandsmarathon.com).

### **About The Woodlands Marathon Management**

The Woodlands Marathon Management is an event production company that operates with a primary goal of providing individuals the opportunity to participate in a running event that promotes the advancement of running. The directors of The Woodlands Marathon Management share a passion for The Woodlands community, the Houston region and the active sport lifestyle. They have teamed up to produce this premier event that will provide The Woodlands and surrounding communities options for living a healthy lifestyle with purpose.

### **About The Woodlands**

Located just 30 minutes north of Houston, Texas and minutes from George Bush Intercontinental Airport, The Woodlands is an emerging destination for leisure guests, individual business travelers and groups of all sizes. Visitors to The Woodlands enjoy more than five million square feet of world-class shopping, dining and entertainment options; more than 185 miles of hike-and-bike trails; the 1,700-acre Mitchell Preserve; the Cynthia Woods Mitchell Pavilion, one of the top five outdoor amphitheatres in the world; kayaking on The Woodlands Waterway and Lake Woodlands; and 115 parks. The Woodlands features world-class golf and is home to more than 1,400 guestrooms in upscale and boutique properties, select service, limited service, conference and convention centers and a resort. For more information, go to [www.visitthewoodlands.com](http://www.visitthewoodlands.com).

For more information, please visit the event website at <http://www.thewoodlandsmarathon.com/>.

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